

FIT WIC  
FIT-Families  
WISCONSIN



# What Is FIT WIC/Fit-Families?



- Multi state project
- Mission to prevent overweight in young children age 2 to 5 enrolled in WIC.
- Primary goals of FIT WIC -WI
  - increase the time children play actively
  - increase fruit and vegetable consumption of children.



# Why The Concern About Children's Weight?



- Physical complications and problems of being overweight include:
  - Respiratory problems such as asthma.
  - Sleep apnea.
  - Orthopedic problems.
  - Type 2 diabetes.
  - Likelihood of adult overweight or obesity.
- Social and emotional effects.



# Current Trends in Overweight



- 17.1% of American children and adolescents are overweight (2003-2004 NHANES survey)
- Overweight among Wisconsin children, 2-4 years, increased by 49% over the past decade.
- Being overweight or obese increases the risk of many chronic diseases and health conditions.
- Today's children may have a shorter life expectancy than their parents.



# Current Trends in American Diets

(Based on the 5 servings per day recommendation)

- only 23% of Wisconsin adults consume 5 or more servings of fruits and vegetables.
- only 28% of 9<sup>th</sup> - 12<sup>th</sup> graders eat five or more servings per day.
- preschool age children eat more fruits than vegetables but fail to meet the daily recommendations.



# WHY ACT THROUGH WIC & Providers Serving 2-4 year olds?



- WIC has widespread access to preschool children in low-income families.
- These children are among those at greatest risk of overweight. (Poverty increases risk)
- Reaching parents of young children is key to children developing healthy eating and physical activity habits.



# FIT WIC/FIT Family Concepts



- Children learn by doing and use movement to explore many aspects of their environment.
- Learning physical skills is as important as learning colors, numbers and letters.
- Regular physical activity improves mood and overall health.
- Parents are the primary teachers and role models of preschool children.



# FIT WIC/FIT Family Initiatives



- Be Active Every Day:
  - Children need 60 minutes of active play most days of the week.
- Make Every Bite Count
  - Eat the recommended cups of fruits and vegetables daily as defined by the 2005 Dietary Guidelines for Americans.





# Modeling Healthy Behavior



- **A:** Aim for fitness, healthy weight, and daily physical activity.
- **B:** Build a healthy diet using the 2005 Dietary Guidelines for Americans.
- **C:** Choose a variety of fruits and vegetables daily as well as foods that moderate your intake of fat, sugar and salt.



# Who are Role Models for Children?



- Parents
- Teachers and school staff
- Childcare providers
- Nutrition professionals
- Health professionals
- Neighbors
- Community members



# Modeling Quiz

Which are promising dietary approaches to preventing childhood overweight?

- a. Decrease sweetened beverages
- b. Increase fruits and vegetables
- c. Increase usage of low-fat/non-fat milk
- d. Decrease fast food
- e. All of the above



# Answer

e. All of the above

## Modeling this behavior:

Choose water as your beverage most of the time, and be sure fruit juices are 100% juice. Limit juice to 1-2 servings a day (4-6 oz is one serving).



# Modeling this behavior

- Eat the recommended number of fruits/vegetables each day. Eat 1-2 at every meal & use for snacks
- Switch from whole or 2% milk to 1% or less (especially at meals eaten with children), use low fat/nonfat dairy products
- Limit fast food consumption to less than 2x/week. Try the "Fast +4" plan



# Modeling Quiz

What is the most promising physical activity approach to preventing overweight in children?

- a. Increase recreational physical activity.
- b. Decrease TV time.
- c. Increase physical education
- d. All of the above



# Answer

- d. All of these approaches are promising.

## Modeling this behavior:

Be physically active most days for at least 30 minutes, participate with children in physical activities, advocate for physical education at your school, no TV or other screen time for children under age 2, read to children instead of TV, have family mealtimes with the TV turned off.



# Modeling Quiz



What is the daily fruit and vegetable intake recommendation according to the 2005 Dietary Guidelines for Americans?

- a. 2 cups of fruits and 2  $\frac{1}{2}$  cups of vegetables per day.
- b. 2  $\frac{1}{2}$  cups of fruits or vegetables per day.
- c. A variety of fruits and vegetables daily of your choice.
- d. At least one fruit and one vegetable on most days of the week.





# Answer



- a. The 2005 Dietary Guidelines for Americans recommends  $3 \frac{1}{2}$  to  $6 \frac{1}{2}$  cups of fruits and vegetables daily depending on age, gender, and physical activity.

## Modeling this behavior:

- Serve fruits and vegetables at meals and snacks
- have a positive attitude about eating fruits and vegetables
- recognize likes and dislikes
- be creative with recipes and individual preferences.



# Modeling Quiz

The health benefits of whole grains are found in all of the following foods except:

- a. Brown rice
- b. Enriched white bread
- c. Cheerios
- d. Oatmeal cookies



# Answer

- b. Although white bread is enriched with some nutrients removed during milling, it does not contain fiber.

## Modeling this behavior:

- Read labels and eat whole grain products that contain at least 3 grams of fiber per serving.
- Try mixing  $\frac{1}{2}$  whole grains &  $\frac{1}{2}$  enriched grains
- Try new whole grains—couscous, quinoa, bulgar



# Modeling Quiz

Which of the following practices does not help children learn to eat new foods?

- a. Rewards for trying new foods.
- b. Allowing children to serve themselves.
- c. Opportunities to see, touch, and smell a food before it is offered at a meal or snack.
- d. 10 or more exposures to a new food.



# Answer

- a. When children are rewarded for trying a new food, they are less likely to try that food again.

## Modeling this behavior:

- Provide lots of chances for yourself and children to experience new foods before tasting.
- Try gardening and going to Farmer Markets
- Try 1 new produce item each week at the store,
- Prepare new foods for meals and snacks—couple them with family favorites
- Allow children to serve themselves.



# What WIC Families Say About Barriers to Healthy Lifestyles



- Families lack time.
- Families have more important issues.
- Parents don't know where to get information.
- The community is unsafe.
- Space in the house/yard is inadequate.
- Parents receive conflicting health messages from their doctor and WIC.



# What WIC Parents Want WIC to Do

Provide more "how to" information:

- How to be more active throughout the day
- Fun ideas for parent/child activities.
- How to entertain children without TV or videos (indoors and outdoors).
- How to get children to eat more fruits and vegetables



# What Parents Want WIC to DO



- Have WIC staff act as active health promoters to lead the way and be a role model for participants.
- Involve fathers and families more.
- Offer classes:
  - Cooking and healthy recipes.
  - Parent and child activities.
  - Group discussions so parents can share experiences and ideas.





# What WIC Parents Want WIC to Do



## Work with the community:

- Work with health professionals to make messages more consistent.
- Work with schools and Food Stamps to offer and encourage healthier food choices.
- Make inexpensive sports and activities available to children and families.
- Improve safety in neighborhoods and parks.



# What WIC Parents Want WIC to Do



- Recognize parents for the small changes they are making and support them to keep going.
- Change the WIC food package:
  - Provide more culturally appropriate food.
  - Provide fresh fruits and vegetables year through.
  - Less juice and cheese





Questions??

